



Candidate Requirements: VP Product

Categories	Requirements	Drill Down Points
Execution	<ul style="list-style-type: none">• Demonstrated ability to deliver world-class products through a first-class process from creative inception to reality; knows what excellence looks like and how to make it happen<ul style="list-style-type: none">➤ Has a track record of running a disciplined, iterative, and user-centric product development process➤ Extremely organized with an acute attention to detail; strong intellectual horsepower➤ Is willing to be hands on with a product initiative and lead by example	<ul style="list-style-type: none">• What is your product management philosophy across strategy and execution? What does successful execution look like?• What products have you worked on that you are most proud of?<ul style="list-style-type: none">➤ What were your biggest product failures?➤ How would you improve your current product(s) if you could build it over again?
Tactical Innovation	<ul style="list-style-type: none">• Ability to be a thoughtful partner on product strategy & identify key product initiatives to execute on product and user-facing components<ul style="list-style-type: none">➤ Execution planning: Make key decisions on prioritization that shape higher level ideas into concrete plans on how to execute➤ Get alignment across entire product team and organization around these goals to push execution➤ Identify new product areas and work with exec team to conceptualize and build strong solutions➤ Ability to drive play testing, UI/UX	<ul style="list-style-type: none">• Prioritization: How do you break down a strategy and larger goals into specific and prioritized roadmaps that deliver on goals?<ul style="list-style-type: none">➤ Give examples of how you have done this -- walk me through your process.➤ How do you prioritize across multiple product initiatives simultaneously?• How do you get the organization to rally around the product strategy and process? Give examples of how you have done so cross-functionally.• How do you work through collaboration with the exec team (specifically CEO, CPO, and VPE)?



	designs, mock ups, experiments, and lead user research to maximize user-facing product	
Leadership	<ul style="list-style-type: none">• Has a track record of building, leading, developing and retaining a great product team<ul style="list-style-type: none">➢ Ability to develop discipline within product team➢ Develop product team to be one of the most respected teams across the organization➢ Can design and shape the product team organization to maximize production	<ul style="list-style-type: none">• How do you build, manage, motivate, develop and <i>retain</i> a great product organization at scale, what is your philosophy?<ul style="list-style-type: none">➢ How do you hire great PMs?➢ What does success look like for the PMs on your team?• How do you ensure things stay on track? How do you measure success?
Tech Chops	<ul style="list-style-type: none">• Strong understanding of how technical components impact product development and trade-offs within; must bring a philosophy around product tradeoffs and prioritization• Has established cross functional credibility working with engineering teams	<ul style="list-style-type: none">• How do you work with engineering?• Explain specific stories around product challenges & tradeoffs• How do you work through prioritizing factors with engineering?
Domain	<ul style="list-style-type: none">• Experience working with high feature consumer platform	